

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Previously presented) A label of laminate construction, comprising:
an outer layer; and
an under layer, wherein:
the outer layer is made of a material that has an opacity, wherein the opacity of the outer layer material is configured to reduce after the outer layer is exposed to moisture or liquid, and
the under layer is made of a different material that has an opacity, wherein the opacity of the under layer material, after exposure of the under layer to moisture or liquid, is configured not to be affected in the same manner as the opacity of the outer layer material.
2. (Previously presented) The label as in claim 1, wherein the outer layer is adhered to the under layer, the under layer being a film of plastics material.
3. (Previously presented) The label as in claim 1, wherein the under layer is a plastics material which is white.
4. (Previously presented) The label as in claim 1, wherein the outer layer is secured to the under layer by a permanent adhesive.
5. (Previously presented) The label as in claim 1, wherein the under layer is adapted to be a stable laminate base.

6. (Previously presented) The label as in claim 5, wherein the inner layer provides an innermost surface adapted to facilitate adhesion to an outer surface of a container.

7. (Previously presented) The label as in claim 1, wherein the label is attached to the outer surface of a container by self-adhesive.

8. (Previously presented) The label as in claim 2, wherein the label is attached to the outer surface of a container by a glue which is applied to the label when wet and allowed to dry when in situ on the container.

9. (Previously presented) The label as in claim 7, wherein the container is a glass bottle.

10. (Previously presented) The label in accordance with claim 1, wherein the plastics material is at least one of the group consisting of biaxial polyethylene, non-orientated polypropylene and PET.

11. (Previously presented) The label in accordance with claim 1, wherein the under layer is a biaxial polypropylene plastic.

12. (Previously presented) The label as in claim 11, where the biaxial polypropylene plastic has opaqueness greater than 0.54 as measured by a Tobias densitometer.

13. (Previously presented) The label as in claim 12, wherein the under layer is a five layer extruded film.

14. (Previously presented) The label as in claim 13, wherein the under layer has a cavitated inner core.

15. (Previously presented) The label as claim 3, wherein the outer layer is joined to the under layer by being applied directly onto a sheet of extruded plastics material.

16. (Previously presented) A label for a bottle wherein the label is a laminate, comprising:

an outermost layer upon which there is printed indicia; and

a lower or more inner layer that is coupled between the outermost layer and the bottle, wherein:

the outermost layer is made of a material that has opacity;

the opacity of the outermost layer material is configured to reduce after the outermost layer is exposed to moisture or liquid; and

the lower or more inner layer is made of another material that has another opacity that is substantially unaffected by exposure of the lower or more inner layer to moisture or liquid.

17. (Previously presented) The label as in claim 16, wherein the lower or inner layer is an innermost layer.

18. (Previously presented) The label as in claim 16, in which the lower or inner layer is a plastics material.

19. (Previously presented) The label as in claim 16, wherein the laminate has each layer of the laminate joined to adjacent layers by water insoluble means or materials.

20. (Previously presented) The label as in claim 19, wherein the water insoluble means are a fusion of plastics material with a respective adjacent layer.

21. (Previously presented) The label as in claim 16, wherein the label is secured to an outermost surface thereof,

wherein the innermost layer of the laminate is adhered directly onto an outer surface of the container with substantially water insoluble means or material, and

wherein the outermost layer is positioned to be outermost with respect to the container so as to display the printed indicia thereon.

22. (Previously presented) The label as in claim 8, wherein the container is a glass bottle.

23. (New) The label as in claim 2, wherein the outer layer is paper.

24. (New) The label as in claim 18, wherein the outer layer is paper.